Before the

FEDERAL COMMUNICATIONS COMMISSION

Washington, D.C. 20554

In Re Applications of) MM Docket No. 93-75
TRINITY BROADCASTING OF FLORIDA, INC.)) BRCT-911001LY
For Renewal of License of Television Station WHFT(TV) Miami, Florida)))
GLENDALE BROADCASTING COMPANY) BPCT-911227KE
For Construction Permit Miami, Florida))

VOLUME I-D(1)

HEARING EXHIBITS

TRINITY BROADCASTING OF FLORIDA, INC.
TRINITY BROADCASTING NETWORK
NATIONAL MINORITY TELEVISION, INC.

TBF Exhibit 33 (Volume 1)

TRINITY BROADCASTING OF FLORIDA, INC.,

TRINITY BROADCASTING NETWORK,

NATIONAL MINORITY TELEVISION, INC.

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VOLUME I-D(1)

HEARING EXHIBITS

TRINITY BROADCASTING OF FLORIDA, INC. TRINITY BROADCASTING NETWORK NATIONAL MINORITY TELEVISION, INC.

TBF Exhibit 33 Testimony of Teresa Robin Downing
Tab A Excerpts from Public Affairs Manual Concerning Ascertainment
Tab B Community Ascertainment Form (for Prayer Partner Interviews)
Tab C Documents Defining Community Leader Categories
Tab D Community Leader Ascertainment Forms
Tab E Tally Sheets Showing Number of Problems Mentioned
Tab F Tally Sheets Showing Number of Community Leaders in Each Category Mentioned
Tab G Continuity Notes for <u>Feedback</u> (No. 175)
Tab H Quarterly Reports for License Term

TESTIMONY OF TERESA ROBIN DOWNING

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1. My full name is Teresa Robin Downing, although I am called Robin. I live at 5700 Surrey Circle, East, Davie, Florida, 33331. I am presently employed as the Prayer Partner Coordinator and Production Manager at WHFT-TV, channel 45, Miami, Florida (the "Station" or "WHFT"). I came to work at the Station in September, 1988 as a receptionist. In approximately April, 1989 I was promoted to Public Affairs Director ("PA Director"). In March 1990

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- 2. My jobs at the Station during the WHFT-TV license renewal term (February 1, 1987 through February 1, 1992, hereinafter referred to as the "License Term") had many different aspects, which I will describe in greater detail below. As Public Affairs Director, I ascertained the problems and issues in the Miami service area by interviewing community leaders, reviewing local television programs and newspapers, and other methods described in greater detail below. I prepared each quarter what we call the "Quarterly Report" which lists the problems which are most urgent in the Miami service area and the programs which WHFT broadcasts to treat those problems. I kept the Station's public file, and I did other jobs as assigned by Mike Everett, the Station's General Manager. Roughly 20 hours a week were devoted to these duties. Once I became PA Director, with the exception of from April, 1989 through November, 1989, when Kim Vance and I shared the responsibility for booking quests, I was responsible for booking

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all of the guests for WHFT-TV's local programming such as Feedback, and South Florida Public Report through the end of the License Term. When I became Production Manager in August, 1990, I also booked the guests for the Miami Praise the Lord (Miami PTL). As Prayer Partner Coordinator during the License Term I was (and am) responsible for training the Prayer Partners, coordinating their schedules, reviewing the slips prepared by the Prayer Partners, and preparing the summaries of their activities which are reviewed by the General Manager. As Production Manager, I was (and am) responsible for scheduling and coordinating the production of the programs produced by WHFT, such as Feedback and Miami PTL, and floor directing those programs.

When I became Public Affairs Director ("PA Director") in 3. 1989 I received my training from the previous Public Affairs Director, Janet McNair, who had been working in that capacity since She was the person who instructed me how to do community ascertainments for the Station. I also received encouragement and tips from persons who worked in Jane Duff's office. The procedures that she trained me to use are described generally, in a manual kept at the Station. The portions of the Station Manual which pertain to ascertainment are attached at Tab A. This manual has changed very little since I became PA Director. The Procedures which I will describe below I used to do the ascertainments during the License Term. I trained my successor as PA Director, Elizabeth Crespo, who succeeded me in June, 1991. Miss Crespo was trained to use, and did use, the same procedures as

- I did. As long as I have worked at WHFT Jane Duff has been the head of the Public Affairs Department at Trinity.
- Doing ascertainments required me to do a number of things. The Station received and I read the daily editions of The Miami Herald, the Fort Lauderdale Sun Sentinel, and Time and US News and World Report. These newspapers and newsmagazines were reviewed on a daily or weekly basis, as appropriate, to determine which issues and problems are attracting the most attention in the community. Articles which discuss various problems and issues were cut-out and kept in a folder. I also watched the news and public affairs programs of other television stations licensed to the Miami area to see what problems other stations have determined are significant in the service area, and to see how those stations are handling or treating those problems. When a problem or issue was discussed on another television program I would take notes on a continuity sheet, much like the way we take continuity for In addition to reviewing news and public programming on WHFT. affairs programming on other television stations, I also listened to news and public affairs programs on radio. Notes concerning the problems and issues highlighted on other television programming and on radio programs were placed in a folder. Finally, I regularly reviewed the monthly Miami City Commission Agenda.
- 5. WHFT-TV, as will be explained in greater detail below, also has Prayer Partners available on a 24 hour basis to respond to viewer requests for prayer, information, and for help with personal or spiritual problems. During the License Term our Prayer

Partners were instructed to question a certain number of people who call in concerning their views of the most pressing problems and needs in the Miami area. Prayer Partners were taught to confine questions of this sort to people who are calling to request information, such as the time of a particular program, so as not to disturb those who are calling with a request for prayer or who have a personal problem or crisis for which they needed help. Partners were instructed to ask callers for three problems, and to encourage callers to describe or discuss secular problems and Strictly spiritual responses to the questions were discouraged and were not used in tabulating responses. responses of people who were questioned by the Prayer Partners concerning the community's problems and needs are noted on a Community Ascertainment Form. The Station uses two different forms interchangeably, so I have attached copies of both forms at Tab B. In addition, during the License Term when a letter from a viewer discussed a problem or issue in the Miami service area that letter is also referred to me. Sometimes letters from the Miami service area about Miami problems were directed to Trinity in California, and were forwarded to me. Letters concerning problems and needs in the Miami service area were very rare.

6. Finally, as PA Director I called, on a regular basis, community leaders in the Station's service area asking them to identify what they thought were the most significant problems and needs in the service area. I identified community leaders by reference to the newspaper accounts that I read, by noting who is

being identified on other TV and radio stations as a community leader, and by doing research, such as looking up organizations in the telephone book. As part of our procedure we were required to identify and interview, each quarter, at least one leader representing each of 19 different categories of organizations or interests. These categories include: government; business; military; agriculture; education; religion; civic and fraternal organizations; organizations of and for minorities; organizations of and for women; culture; recreation; the elderly; and, the environment. A sheet which I used showing what the 19 categories are, and giving examples of organizations which fit the definition, as well as the definition of a leader, is attached at Tab C.

7. When making these calls I used standard interview technique or format, as I was instructed. These questions generally follow the form of the questions shown at Tab C, which was given to me when I became PA Director and which is part of our manual. When I called organizations representing a particular group or interest taken from the phone book, I was trained to make sure that the person with whom I ultimately spoke was a legitimate representative of that organization, who is qualified to speak for that organization. I generally asked to speak to the president. If we don't interview someone who is high enough up in the organization's hierarchy we can't use the interview in our ascertainment. During a telephone interview I asked the person to give their name, title, and race or ethnic group. I verified the person's level of authority and asked them what are the three most pressing problems

facing the community. I was instructed not to give the person interviewed a list of issues, but to let the person interviewed generate their own list of problems. I was also trained that if a community leader mentioned a specific problem, such as "crime," I tried to encourage the person being interviewed to elaborate. By getting the interviewee to elaborate we received more information to use in producing our local programming. I filled in the information concerning a person's response to my questions, and other information concerning the interviewee, including the person's leadership category, name, address and race or ethnic group, using a form. Examples of community leader interview sheets which I completed during the License Term, showing the form used, is attached in Tab D. I kept track of the race and ethnic group of those I interviewed so that at the end of the quarter we had a sample of all the races and ethnic groups in the Station's service We also used these forms to be sure that we don't reinterview the same persons.

8. During the quarter I keep a running count of the problems and needs mentioned by all the sources that I was reviewing, including: newspapers; the programming of other radio and television stations; interviews with persons who called on the Prayer Line; letters from viewers; the Miami City Commission agenda; and, telephone interviews with community leaders. The problems and needs identified were noted on a tally sheet, examples of which for some of the quarters in the License Term I have attached in Tab E. We kept a tabulation of the categories of the

community leaders we interviewed on a quarterly and yearly basis to be sure that someone representing each of the 19 categories were interviewed. Examples of such reports, showing how many persons were interviewed in each category, are included at Tab F. Each Quarter we were required to interview 25 community leaders and ensure that 25 interviews were conducted with members of the public who call the Prayer Line. Twice each calendar quarter (January through March, April through June, etc.) I prepared a written report concerning the problems and issues identified by community leaders and other members of the community. The first report, called a Preliminary Report, was prepared after the first month of each calendar quarter. By that time I would have conducted telephone interviews with from seven to nine community leaders, and we would have interviews with several members of the public. would tally up the problems identified from these contacts, including the mentions of problems and issues in local newspapers and television, and list the top five problems, six if there is a tie. The list of problems and the sheets filed out for the community leader interviews were sent to the Trinity Public Affairs Department. This Preliminary Report, including the community leader interview sheets, was reviewed by Trinity's Public Affairs Department and I would be called if there were any mistakes or deficiencies. An example of a deficiency that would be pointed out to me might be that one of the community leader interviews were conducted with a person who wasn't high enough organization's hierarchy to qualify as a leader. I might also be

reminded to include representatives of more racial or ethnic groups in our interviews.

Within ten days after the end of each Calendar quarter I prepared a Final Report concerning the problems and issues which we had ascertained during the preceding quarter. I would begin by preparing the first page of the report which included a listing of the top five problems identified during the past quarter. I would review the continuity reports for our local programs and pull out some, but not necessarily all, of the local programs which addressed one of the top five problems. An example of a continuity report for a Feedback program (no. 175) noted as covering "education and schools" and taped on June 18, 1991 is attached at Tab G. Using these continuity reports, I would prepare a "Quarterly Report" which listed the issue, the program, the time and date of broadcast, the program's duration, and a description of the segment responsive to the problem. Within a next few days after the end of the calendar quarter we received a "Problems/Programs" list from the Trinity Public Affairs Department. This list provided the program titles, times, date of broadcast, duration, source and a description, taken from the Trinity continuity notes, of the programs which were responsive to the top ten problems and needs ascertained by stations in the network. I took information from this report concerning programs which were responsive to our top five problems and incorporated it in our Quarterly Report. occasion the list received from Trinity would not include any programs responsive to one of our top five problems. In that event

I would call the Trinity Public Affairs Department and ask them to check their continuity notes for any programs that covered that particular issue. TBN would then send me information on the Trinity network programs that were responsive to that issue. I then prepared a final Quarterly Report which I gave to the Station's General Manager, Mike Everett. Following his review the completed report was placed in the WHFT public file by the tenth day after the end of the guarter.

- I have attached in Tab H the Quarterly Reports for the entire renewal term. The Quarterly Reports lists for calendar quarters prior to the second quarter 1989 were in WHFT's public file when I became the PA Director and were prepared by Janet McNair or Orpha Vierra, my predecessors as Public Affairs Director during the License Term. As I mentioned above, Miss McNair been the PA Director since May, 1987. Ms. Vierra was PA Director prior to that. Ms. McNair trained me to use the procedures which she had been trained to use. I continued to follow the procedures which she taught me. Beginning with the second quarter of 1989 through the third quarter of 1990, I was the person responsible for preparing the Quarterly Reports found in WHFT's public file and at Tab H. My successor as PA Director, Elizabeth Crespo, prepared the Quarterly reports for the last two calendar quarters of 1991. The Feedback program (number 175) featuring a discussion "education/schools" was referenced in WHFT's July-September, 1991 Quarterly Report.
 - 11. I have personally reviewed many of the Station's program

logs for the entire License Term, and supervised Station employees who reviewed the remainder of the logs. From that information I compiled the information noted here. During the license term WHFT-TV produced a number of public affairs and other programs which were designed to respond to the problems and needs of the Miami community. The Station's primary public affairs program was the program Feedback. During the license term Feedback was broadcast on the following schedule, with the first day and time noted being the initial broadcast, and subsequent dates and times representing when the station rebroadcast the same program:

February 2, 1987 through March 30, 1987

Mondays-9:30 a.m.

Fridays-2:30 a.m.

Saturdays-2:30 a.m.

April 3, 1987 through May 25, 1987

Mondays-9:30 a.m.

Fridays-2:30 a.m.

June 8, 1987 through January 25, 1988

Mondays-12:30 p.m.

January 27, 1988 through June 22, 1988

Mondays-12:30 p.m.

Wednesdays-5:00 a.m.

June 24, 1988 through February 22, 1989

Mondays-12:30 p.m.

Wednesdays-5:00 a.m.

Saturdays-2:30 a.m.

February 27, 1989 through July 5, 1989

Mondays-12:30 p.m.

Wednesdays-5:00 a.m.

July 5, 1989 through May 30, 1990

Mondays-12:30 p.m.

Wednesdays-5:00 a.m.

Thursdays-1:30 a.m.

June 4, 1990 through August 29, 1990

Mondays-12:30 p.m.

Wednesdays-5:00 a.m.

September 5 1990 through March 20, 1991

Wednesdays-5:00 a.m.

April 10, 1991

Wednesday-5:00 a.m.

June 7, 1991

Friday-12:00 p.m.

July 7, 1991 through End of License Term

Wednesdays-5:00 a.m.

Thursdays-11:30 a.m.

Saturdays-8:30 a.m.

- 12. During the License Term <u>Feedback</u> was a panel discussion show focussing the discussion on a particular topic of interest in the community moderated by the host. During the License Term Bob Hoskins was the host from at least the beginning of the License Term through October 8, 1987. Carlton Pearson hosted <u>Feedback</u> from June 14, 1988 through August 23, 1988. Harold Ray hosted <u>Feedback</u> from April 24, 1989 through the end of the License Term.
- 13. From March 27, 1991 through July 10, 1991 the Station substituted a local production entitled <u>South Florida Public Report</u> for <u>Feedback</u>. <u>South Florida Public Report</u> was an interview show with a host, Harold Ray, interviewing one or two people a show. The show was originally broadcast on Saturday mornings at 8:30 a.m., and rebroadcast on Wednesday mornings at 5:00 a.m.
- 14. Throughout the license term WHFT also broadcast a live (except for a very short period when it was taped) locally produced two hour program weekly called Miami Praise the Lord (Miami PTL). During the License Term the show was usually shown at 11:00 or 11:30 a.m. on Fridays. Beginning in September, 1991 we broadcast a second live Miami PTL on Tuesdays at 11:30 a.m. Miami PTL 's format is patterned after the Trinity's Praise the Lord program, and included a local Pastor and his wife interviewing an average of three guests during the course of a two hour program, interspersed

with interludes of prayer and music. The average time given to interviews during a two hour program was usually about one and one-half hours. Throughout the license term Miami PTL included as guests pastors and community leaders who discussed community problems and public issues as a regular part of the show. However, from September, 1990 until the middle of March 1991 a special distinct one-half hour segment of public affairs programming, was inserted in the Miami PTL program. This special public affairs segment was discontinued in mid-March, 1991.

15. From the time I became PA Director in April, 1989 through the end of the License Term, it was my job to book quests for Feedback and South Florida Public Report. When Ι Production Manager in August 1990, I also began to book quests for Miami PTL, including the special public affairs segments of Miami The criteria I used to book quests for Feedback, South PTL. Florida Public Report, and the special public affairs segments of Miami PTL were simple, as it was the way I was trained to do it, and, as far as I know, was the way the guests were always booked on Feedback during the License Term. When I became the PA Director I was responsible for ascertaining the problems and issues in the As noted above, as part of that ascertainment I community. developed and kept a list of problems and issues in order of their importance. This list of problems would be regularly updated based on my ascertainment efforts. I would do research on topics for program discussions and guests to be booked for these programs based on the list of problems developed in the ascertainment. When Elizabeth Crespo took over my responsibilities as PA Director I stopped doing ascertainment. Ms. Crespo did the ascertainment, and regularly handed me an updated list of the problems and issues in the Miami service area based on that ascertainment. As before, I would use these lists of problems and issues to book guests for programming.

- 16. In booking quests for programs I would concentrate on making sure that the top five problems identified in our ascertainment surveys got ample coverage. Usually the top five problems would be covered about equally during a calendar quarter, and we tried to ensure that each problem was covered in at least four programs each quarter. However, my list of problems was not limited to just the top five, and it was my job to ensure that all the problems mentioned during each calendar quarter received some response in WHFT's programming during that quarter. slightly different procedure in booking guests for Miami PTL, because the show had more of a ministry emphasis, and the hosts would sometimes suggest people to be guests on the show. Because of the different emphasis, roughly one-half the quests on Miami PTL, however, were booked by me and scheduled to appear to discuss or treat a specific problem or issue based on the list of problems that my ascertainment was developing for each quarter.
- 17. In determining topics for discussion and scheduling guests for <u>Feedback</u>, <u>South Florida Public Reports</u>, and <u>Miami PTL I</u> was required to submit a list of proposed topics for discussion and guests for the shows to Trinity for approval. For <u>Feedback</u> and

South Florida Public Report I sent this information to the Trinity Programming Department. As I understood the process, the reason for this review was to ensure that our topics and quests were treating the problems and issues of the Miami service area as revealed by our ascertainment, and that the guests were not scheduled to promote their business or ministry. During the License Term our proposed quests were rejected very seldom. fact, I can remember only one specific instance when one of my proposed quests was rejected. We were doing a program on the problem of the economy, which our ascertainment indicated was a real problem, at that time, in the community. I had scheduled a quest to discuss taxes. The Trinity Program Department, I don't remember now specifically to whom I spoke, suggested that I get a quest to discuss the issue of the poor economy, and treat taxes was a separate issue.

18. As noted above, one of my responsibilities was supervising the Prayer Partners that are so important to the Station's connection to the community. During most programming broadcast on WHFT there is a number flashed on the screen where people can call. The only programming on which the number is not displayed is programming that is purchased by another ministry. We call the number the Prayer Line. Prayer Partners are available at this number 24 hours a day. WHFT has had Prayer Partners available 24 hours a day since I came to work for WHFT in 1988, and as far as I know, this service has been available 24 hours a day throughout the License Term. The number of Prayer Partners

Partners available at any particular time varies, depending on the time of day. During some early morning hours calls to the Prayer Line may be forwarded to a Prayer Partner's home number.

- Prayer Partners are recruited, when needed, by spots run on the Station encouraging people to become involved in the Station's ministry as Prayer Partners. Prayer Partners submitted a written application and were interviewed by me. Toward the end of the License Term people who volunteered to become Prayer Partners were required to provide a letter of reference from their pastor. Volunteers were (and are) occasionally rejected or let go because they seem to have poor telephone personalities or seemed to want to push their own beliefs. When a sufficient number of new Prayer Partners volunteer, we ask the volunteers to come down to the station for a few hours of training. The training consists largely of showing people how to use the phones and get around the studio, how to respond to particular requests for information, and how to deal with those callers who have serious problems or crises that demand a response, such as calls from alcohol and drug addicted viewers, viewers contemplating suicide, viewers suffering from spouse abuse, etc. We use a manual provided by Trinity to train Prayer Partners. A copy of the Trinity Manual used by me during the License Term is attached at Tab I.
- 20. Prayer Partners are instructed to fill-out a report after some calls. In some instances people have requested that our Station staff pray for them or for a special purpose, which we do. Sometimes viewers will ask the Prayer Partner to send them

something, such as schedule of programs, which require follow-up on the part of someone else at the station. On occasion a person will ask for the name of a Church, or the name and address of a ministry or social service agency that can help them with a specific problem, such as alcohol or drug addiction, family counseling, etc. Reports on these calls are followed up, on occasion, by calls to the agency to which the person has been referred. Prayer Partners volunteer for as many hours as they wish.

- 21. When a viewer calls the Station we have found that the calls fall within one of five categories. Prayer requests are the most common call, and consist of viewers calling to ask the Prayer Partner to pray with them or for them. Calls of this type are roughly 80 percent of all calls. A second category of calls we call "Salvations." These calls generally come from people who are watching one of our programs and have had a conversion experience and have decided to accept Jesus as their savior. A third category of calls we call "Rededications." These are calls from people who once were Christians who, for one reason or another, have drifted away from their faith and have decided to come back and rededicate their lives to Jesus. A Fourth category we call "Praise Reports." Praise Reports are calls from people who want to share that the Lord has answered a prayer, or to give thanks to the Lord for a good thing that has taken place in their life.
- 22. The last category of calls we call simply "Special Requests." These calls consist of everything from calls from someone who wishes a copy of a Bible to someone who is

contemplating suicide. This category of calls I would estimate comprises about 5 to 10 percent of the total number of calls. The report Prayer Partners are asked to fill out after receiving one of these "special requests" is attached at Tab J.

- During my involvement with the Prayer Partners during the License Term our Prayer Partners handled many callers with serious and immediate problems and needs. Many callers would be watching a program on the Station, and realize that they need help with a drug or alcohol addiction problem. If such a person requested help our Prayer Partners are instructed to give the person whatever encouragement they can, and to refer the person to an alcohol or drug rehabilitation program or ministry in that person's area of The Station keeps a book for use by its Prayer the community. Partners, and receptionists, who also occasionally receive calls of this type, listing various social service and church agencies, and ministries, that provide services in a number of areas, such as alcohol and drug addiction rehabilitation, family counseling, financial counseling, mental health professionals and others. This book is updated as necessary to include new county and state agencies and programs, and new church and ministry services that become available. The updated book presently used by the Station is attached in Tab K. This book differs slightly from that used by our Prayer Partners and receptionists during the license term because it reflects changes in agencies and service providers since the end of the license term.
 - 24. If a person called with a serious personal crisis, for

example, was contemplating suicide, the Prayer Partner was trained to keep the person talking until the crisis has passed. Once the individual is calmed down, Prayer Partner's are asked to try to find out if the person would like to receive some further help, such as help with the problem that drove them to consider suicide, or a visit from someone from a local church. If the response is positive, the Prayer Partner gives the person the name of an agency or church from which they might receive help. If the person has given the Prayer Partner a name, the Prayer Partner Coordinator follows up by calling the agency, ministry or Church in the caller's neighborhood to tell them that the person has been referred to them.

- 25. During the License Term Prayer Partners have fielded calls from people in desperate trouble because of their alcohol or drug addiction, from women with abusive spouses who were frightened because the spouse had left the house and was coming back, from parents dealing with out-of-control teenagers, from people who were hungry and needed food or who were being evicted and needed emergency shelter. All of these personal crises were handled by Prayer Partners with prayer, a calm and sympathetic voice, and a list of secular and religious agencies and ministries to which callers could be referred for concrete help.
- 26. During the license term the individual Prayer Partner reports were summarized, once a month, in a report that was given to the General Manager. The monthly Prayer Partners Summaries for each month during the license term is attached at Tab L.

SUPPORTING DECLARATION

I, Teresa Robin Downing, hereby swear under penalty of perjury of the laws of the United States and the State of Florida, that the foregoing "Testimony of Teresa Robin Downing," consisting of 20 pages, was prepared by me for submission to the Federal Communications Commission in connection with MM Docket No. 93-75, and that my testimony is true and accurate to the best of my knowledge and belief.

Executed this 11th day of November